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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/903,448	07/10/2001	Kuriacose Joseph	2050.001USS	9025
44367	7590	01/30/2008	EXAMINER	
SCHWEGMAN, LUNDBERG & WOESSNER/OPEN TV P.O. BOX 2938 MINNEAPOLIS, MN 55402-0938			IDOWU, OLUGBENGA O	
		ART UNIT	PAPER NUMBER	
		2623		
		MAIL DATE		DELIVERY MODE
		01/30/2008		PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/903,448 Examiner Olugbenga O. Idowu	JOSEPH ET AL. <b>Art Unit</b> 2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on \_\_\_\_\_.  
 2a) This action is FINAL.                    2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 68-143 and 246 - 263 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_ is/are allowed.  
 6) Claim(s) 68-143 and 246 - 263 is/are rejected.  
 7) Claim(s) \_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on 20 July 2001 is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date <u>See Continuation Sheet</u> .	5) <input type="checkbox"/> Notice of Informal Patent Application
	6) <input type="checkbox"/> Other: _____

Continuation of Attachment(s) 3). Information Disclosure Statement(s) (PTO/SB/08), Paper No(s)/Mail Date :7/20/2001, 8/15/2001, 3/29/2002, 9/30/2002, 12/10/2002, 6/14/2004, 6/15/2007.

## DETAILED ACTION

1. This office action is in response to application number 09/903448 filed on 07/10/2001. Claims 68 – 143 and 246 - 263 have been examined and are pending.

### ***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 18– 78, 82 – 83, 85 – 94, 97 – 104, 106 – 116, 120 – 121, 123 – 132, 135 – 142 and 246 - 263 are rejected under 35 U.S.C. 102(e) as being anticipated by Florin, patent number: 5 583 560.

As per claims 68, 87, 101, 106, 125, 139, 246- 248 and 253 – 263, Florin teaches facilitating ordering an item using an interactive television system including at least one client and at least one server (interactive system with provider and user, col. 8, lines 6 - 17), the method comprising:

using the server to provide data, some of which represents video and some of which represents a computing application, to the client (providing videos and interactive data to clients, col. 8, lines 52 - 54);

at the client, causing the video to be displayed, and executing the computing application to cause display of interactive information (receiving and displaying video and interactive data, col. 8, line 61 – col. 9, line1);  
using one or more of the displayed video and the interactive information to show and/or describe an item to a television viewer (commercials, col. 23, lines 54 - 56);  
enabling the viewer to select the item by interacting with the client (pressing the select button on the remote control, col. 23, lines 56 - 61); and

in response to the viewer interaction, causing an order for the item to be placed (ordering product, col. 24, lines 8, lines 32 - 34).

As per claims 69, 88, 107 and 126, Florin teaches wherein the viewer interaction causes display of instructions to solicit information necessary to place the order (requesting PIN from user, col. 24, lines 29 - 32).

As per claims 70, 89, 108 and 127, Florin teaches wherein the information is solicited using one or more of an on-screen display and voice instructions (requesting PIN, col. 24, lines 29 – 32 Fig. 49, 420).

As per claims 71, 90, 109, 128 and 249, Florin teaches wherein the viewer interaction is by way of a single command (pressing the select button, col. 23, lines 56 - 61).

As per claims 72, 91, 102, 110, 129, 140 and 250, Florin teaches wherein the single command is by one of the group of:  
selecting of a single button (pressing the select button, col. 23, lines 56 - 61); and  
pressing of a single button on a TV remote control.

As per claims 73, 92, 103, 111, 130, 141 and 251, Florin teaches wherein causing the order to be placed is achieved by using:

information related to the item and viewer related personal information (sending order to headend, col. 9, lines 9 - 12).

As per claims 74, 93, 112 and 131, Florin teaches wherein the personal information includes at least one of the group consisting of the viewer's name, address, method of payment and payment account number (confirming order and delivery time, col. 24, lines 40 - 41).

As per claims 75, 94, 113, 132 and 252, Florin teaches wherein the personal information is stored in memory at the client (memory, col. 9, line 65 – col. 10, line 1).

As per claims 76 and 114, Florin teaches wherein the system further includes a local computer and associated storage and wherein the method further comprises: using the client to retrieve information from one or more of the local computer and the associated storage (external CD-ROM, col. 10, lines 13 - 17)

As per claims 77 and 115, Florin teaches wherein the method further comprises: controlling the client by means of the local computer (external CD-ROM, col. 10, lines 13 - 17).

As per claims 78 and 116, Florin teaches wherein the local computer is part of a local area network (external CD-ROM, col. 10, lines 13 - 17).

As per claims 82, 97, 120 and 135, Florin teaches further comprising: sending an order confirmation to the user to confirm the order (order confirmation, col. 24, lines 40 - 41)

As per claims 83, 98, 104, 121, 136 and 142, Florin teaches wherein the server provides data in a series of multiplexed packets, ones of which contain data representing the video, and others of which represent the computing application (sending video and data to users, col. 10, lines 32 – 44, col. 8, line 52 - col. 9, line 4).

As per claims 85, 99, 123 and 137, Florin teaches wherein the client includes a client computer and an auxiliary processor, the method comprising:

using the auxiliary data processor to process data representing the video, and using the client computer to execute the computing application (processing, col. 8, line 52 – col. 9, line 13).

As per claims 86, 100, 124 and 138, Florin teaches wherein the client computer and the auxiliary data processor are contained in a set top box (transceiver 54, col. 8, line 1)

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 79 -81, 95 – 96, 117 – 119 and 133 – 134 are rejected under 35 U.S.C. 103(a) as being unpatentable over Florin, patent number: 5 583 560 in view of Coddington, patent number: 5 410 343.

As per claims 79 -81, 95 – 96, 117 – 119 and 133 – 134, Florin teaches an interactive system that transmits video and data to a client and allows the client to order products. Florin does not teach a system that transmits the user's orders through a telephone system.

In an analogous art, Coddington teaches a system that communicates with the server through a telephone system (ADSL and PSTN systems, col. 6, lines 11 - 47)

Therefore, it would have been obvious to one of ordinary skill in the art to modify Florin's ordering system by including a communication system based on telephone infrastructure, as described in Coddington's VOD system, for the advantages of making the system compatible with one way transmission systems.

5. Claims 84, 105, 122 and 143 are rejected under 35 U.S.C. 103(a) as being unpatentable over Florin, patent number: 5 583 560 in view of Banker, patent number: US 5 485 221.

As per claims 84, 105, 122 and 143, Florin teaches an interactive system that transmits video and data to a client and allows the client to order products.

Florin does not teach a system that transmits the data multiple times.

In an analogous art, Banker teaches wherein the computing application is repetitively transmitted during times that the video is transmitted (repeatedly transmitting data, col. 17, lines 40 - 47).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Florin's ordering system by retransmitting data to a user, as described by Banker's television system, for the advantages of ensuring correct reception of data.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Olugbenga O. Idowu whose telephone number is 571 270 1450. The examiner can normally be reached on Monday to Friday, 7am -5pm Est.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian Pendleton can be reached on 571 272 7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

O.I.

  
BRIAN PENDLETON  
SUPERVISORY PATENT EXAMINER